CHAMPION CALLERS-Top winners in the 1981 World Livestack Auctioneer Championship held at Seint Paul Union Stockyards, So. St. Paul, Minn., recently, are: Warld Reserve Champion Bud Knight (Icft), Sturgis, S.D., World Champian, Doug laggers, Rushville, Nch.; World Runner-up Chompion, a tie between Keith Saathoff, Creighton, Neb., and James Carrithers, Johnson, Kan.

Breeder says new fence stronger, safer than old barbed wire fence

pleted the West Chast's wires to serve as starting first Installation of the high tansila wire fenca aystem. Tho high tensile system was penetration by livostock ar originally devaloped on the vast abecp, cattle and borso ranches of Now Zealand and Australia.

Pressura creosoted posts in combination with high tensile galvanized steol wire possessing nearly twice the hraaking strength of twoply barbed wire, comprise the principal components of the "HTF" system, supulied by Koppers Company, Inc. (HTF is a Koppors trademark).

The wire, daveloped by U.S. Steol Corp., is 121/2 gage 'USS Max-Ten 200" with a tensile strangth of

sttributes." Daver asses- wire. Pressure creosoting sea, "the new system is provided up to 40 years of clean and uncluttered in resistance to damage by dasign, is enaily and rapidly weather, termitae or other absolute minimum of main-tenanca." soil bacteria, dacay fungi, soll or agricultural chemi-

Because of its high tensile cala. etrength the newly deve-

pninta for stretching and broaking, and ultimate

The wire has Type III galvenizing, which means a costing of zinc at least 250% haavier than most brands of barbed wire and weven wire. The heavier coating cnn axtend wire service life up to 35 years in humid regions, and to more than 50 yeors in relativoly dry cli-

ed wood posts with a high strength-to-weight ratio and with ao sharp edgee to kink wires at corners or to injure livestock, provide 200,000 lh. par square inch. tho most euitable meterial 'Apart from all its other far use with the high tensile installed, and requires an wood dastroying insects,

The new system permits loped Max-Ten wire is the use of smaller posts and capable of being pulled up makes possible the extentighter along an entira fence sion of specing between lina, raculting in a straight- conventional line posts to as

How To

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LIVESTOCK

Archian horse hreeder or, more effective barrier much as 60 feet on level Ralph Daver recontly com- with no loose or angging torrain by installetion of prossuro treated hardwood battons, or "Droppers," between the posts. Also, the individual wires can be eelactively charged or grounded, depending upon the kinds of livestock to be contained, or predatora

JOHN II. COLLIER, JR. Ruth, Iwo grandchildren, end six great grandchildren.

John @ Colliur, Jr., a wellestablished businessman ond tounder of the Collier Dismond C Ranch near Stephenville, Tores, died recently in a Fort Worth hospital alter a brief lliness. He

A member of a pioneor Fori Worth fomily, Coller formed the Fort Worth Poultry and Egg Co. In 1921. The company quickly became one of the mejor processors of dairy and poultry

products in the country.
In 1939, he purchased the rench near Stephenville, Using performance testing end an avant-gards method of genetic now bossis more than 12,000

Coiller served as president of the Exchange Club, which presented him with the Golden Deeds Awerd In 1978; an ewerd given annually by the club to a person who has made outstanding contributions to both busi-ness end community.

He wes the recipient of the Golden Award in 1968 trom the coultry end dairy industry, the gotden emblem from the Ameri-cen Meal Inciliute olso in 1998 and the golden award from the Pacilic Cossi Aulier end Ege Association in 1889.

Collier was a director of the Netional Senk of Fort Worth, Texes Employers Insurance Co. end The Tendy Corp. He siso served es lhe vice president and director of the Southwester Exposition and Fel Stock Show in Fort Worth the lest three yeers of

WILBUR HARTZELL Wilbur W. Hartzell Sr., noted Cayucos, Calli. rencher, died recently in e San Luis Obispo

tg27 to start in the delry business. In 1843 he ewitched his business to beet cettle. He was the county Cattlemen's Assn. "Celtlemen of the Year" in 1970. He was a member of the Ceillemen's Assn. end hed served es county end slete director in hie career with the

Sorn in Minneepotle, Minn.

Herizell moved to California in

the 1920's end ettended Cel Poly

Hospital. He wes 77.

Obituaries

He was also a member of the Sen Luis Obispo County Ferm Suresu, served on the county Agriculture Stebilization en Conservellon Committee and the Agriculture Lisison

Herizeli is survived by hie wite Mery (8 leggini); Iwo sons, W.W. Harizell, Jr., Templeton; end Cheries, Ceyucos; e deughter, Joenne Matilson, Selines; B Weinut Creek; 12 grendchildren end 8 great-grendchildren.

EUGENE SHUMAKER Eugene C. Shumsker, retired tounder and cheirman of tha Eversmen Menutscturing Co. ot Denver, died recently at hie home

Shumeker lounded Everyon a pioneer producar of find forming end releted agricultural

He was born Merch e, 1887 b Fullerton, Neb., end was raised end educated in Frement, Neb. 8 etore moving to Denver in 1922 he wes e banker in easiers



Atter tounding Everamen Menutacturing, he directed had delly operation of the company until he moved to Celliornia in until he moved to Cellionia in 1952. There, he owned and Cettle Rench in Orenge County He retired in 1889.

Breeding Stock Available at All Times





Food Safety:

Congress considers newest reform bill

(R-Utah), and Jesse Helms decmed safe if it posed no (R-N.C.), have introduced significant heelth threat to legislation that would sub- humans. Thus, the legislastentially alter current U.S. tion would not require tho food safety laws.

four principal food safety iews-the Federal Food, Drug and Cosmetic Act, the Meat and Poultry Products Products Inspection Act—to tions in the regulation of potentially harmful food ingredients. The legislation has wideapread aupport in the U.S. food industry, raports CNS.

While on our pre-tour trip

reste we'll follow for the

Southwest Ranch Study

eastern New

ing from El Paso Oct. 14

Mexico (atart-

CROW and returning

there Oct. 19), there were

Sterally thousands af steers

infeedlots being custom fed

Now our egricuiturs!

stacho confirms the

demand for beef in

Mexico puts esrcess

pricet in that country

far sheed of aurs-

\$132 a cwt. compared

with a Midwest price of

\$113 for choice last

CNS quoted our stache

s saying a reliable source

in the Mexican government

had confirmed that Mexico

is importing beef from the

U.S. and may continue

importing U.S. beef indefi-

nitely to keep pace with

growing Mexicen beef demand,

These imports may

simply be an effort by

the Mexican govern-

ment to force domestic

producars and whole-

selers to lower their

prices from what the

government considera

to be artificially high

levels, the attache aeld.

However, it is more

lkely the Imports stem

from the government's

recognition that Mexi-

can domestic beef pro-

duction is not keeping

Mit with demead, be

for Mexican cattlemen.

A aimilar bill was also introduced into the House. Under the legislation, a

Senntors Orrin Hetch food additive would be The bill would amend the proven to pose incnnsecording to Hatch.

empower the U.S. Food and

piace potentially hazardous (Continued on page 7)

banning of substances quential health risks, sc-The legislation also would

Inspection Acta and the Egg Drug Administration to allow the phase-out of a give regulators more op- potentially harmful substance used in food rather then requiring an outright The legisletion would

food additives with a long history of use and for which there were no substitutes in



WESTERN JOURNAL ACROWPUBLICATION & News . Trends . Sales . Shows . Markets

Ohio marketing firm outlines \$7.86 million ad campaign

State end national beef promotion leaders met in agement Horizons; 4) iater- trend to promote only whea Denver recently for the action with industry people prices are low and not unveiling of Management around the country and at year-round. Horizon'a consumer merketing, advertising and promotion plan for 1982.

The Columbus, Ohio, marketing firm was hirad by the Beef Industry Council (BIC) of the Meat Board In February to coordinate a netional promotional campaign for the beef industry. Presenting the eight aection plan were Dr. Weyne Telarzyk and Ron Cowman.

49.0

romits were granted for W carcsees and about Whave already crossed he border from the U.S., is allache said. Moreover, erico's Rural Credit Bank requested import permits commerce for 40,000 beef carcases to exert down-

The stiache sald U.S. beef is reportedly stiming from the Amarin Texas aree and is selfs shipped directly hite Mexico City mar-

Theye read that cattlaman have the lie of S. imports

American Meat Institute; 3) the roller coaster," said consumor surveys by Man- Talarzyk citiag the current the Kansea City workshop in March; and 5) library

Telerzyk said enough was learned from those sources to make "epecific recommendations for the '82 campaign." However, he added mora information is needed and urgad the BIC to conduct a national consumer study. "That ahould be e high priority la

In order to make tha switch from red to black ink in industry ledgers. Talarneeds to realize that it is competing with e variety of aources for the consumer's dollar-other protein foods, non-meat foods, non-food recessities and pleasure purchases. He warned that the industry must also recognize and address changing consumer life-styles—the bulk of growth will be in the 25-44 age group; more women are working outside the home: two-income households eingle households and family incomes are increasing; Talarzyk outlined the four consumers are batter edu-

new baginniag," aaid cated, demand more leisure time, and are health and value/price oriented, Talarzyk in opening remarks. The overriding objective of the plan is not simply to lacrease beef n he seld, but to

Tuerzy

"We're looking at 1982 as



Talarzyk aeid promotional efforts must be directed to both light users (to increase consumption) and heevy users (to protect current consumption levels). He also stressed the aced to work closely with retailers. By combining their promotional efforte with the beef industry's 'you can greatly increase the bang for your buck," he

major positioning appeals he feals the industry should include in their 1982 campaign: 1) the price/ The industry aseds to value aspect of baef should maka a 'long-term commit- be' stressed; '2) beef's

Range policy proposes selective management A draft rangeland man- burcau would focus its mast

agement policy proposed by intense grazing managethe interior Department's Bureau of Land Management would esteblish a selective management systom for administering the nation's 170 million acres af federal rangelend, reports

According to the hureuu, theae rangelands provide grazing for an ostimated 4.4 million head of livestock.

Under the proposed selective management system, which has not been signed by Interior Secretary Jamee Watt, the bureau would group areae with almilar cherecteristica into one of three management

The assignment of individual grazing ellotments to the three management categories would be determined by whether BLM'a allotment would be to improve, maintain or prevent the doterioration of the rengeland within that allot-

Once the bureau had categorized all rangeland allotments, it would determine the appropriate grezing management actions required to meat those

Since the ellotments iu the improvement category under court order to prepare forage productivity and raturn on invastments, the

FDA to propose voluntary labeling

The U.S Food and Drug Administration plens to propose voluntary guidelines for eodium content lebaling of foods, FDA Commissions Arthur Hull Hayes told a group of food manufecturara in Washington D.C.

Reports CNS, Health end **Human Services Secretery** Richard Schwaikar told the group he ballevea that voluntary industry efforts to provide aodium content

purposea of the proposed eelactivo management epproech is to cstablish e priority ranking for fuads available for rengeland improvements. The use of funds approprieted by Congress under the Federal Lands Policy end Management Act would be concentrated on allotments in the

Under the proposed pobcy, range improvements on ianda where the bureau's goel wes to meintain or prevent deterioration would funded through private investments end range betterment fu.ds-which constitute 50% of the total grazing fees collected by BLM. The policy would also management goel for that give BLM state directore wider latitude in determining how to ellocate discretionary range betterment

> The policy is designed to streamline the process of preparing the Environmental Impact Stetemants required by iaw before the bureau can implement proposals that would significantly affact public lend usa. The bureau currently is have the most 144 site-specific Environpublic range by 1988.

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A710) ja published sauchtly hir Crack Color Sauchtly Sa

Japanese feed purchases to be slow, say analysts purchases will continue Japanese purchases was incentives, sold the ensight, from the U.S. There are

sluggish and there may be precipitated by the rumored the Jeponese mey not have none from Theiland, amy no orders until September if removal of the U.S. grain world grain prices remain embargo on the USSR becouse of sluggish domee- Another resson January locked in the current price rnnge, grain nnelysts told

"With eli those fectore From letc last year heving been digested in through the early spring, world groin markets, the Japenese feed grain purchacce progressed et such e Jepeness heve come to teke ropld pece that U.S. and e second look at their Jenonseo government agni- ettitudes," seid one anecultural officials predicted lyst. Many believo Jepen this seeson'e combined overbooked cerly this year imports would exceed the and needs to adjust its 1980 level.

The rapid poce of

of tight U.S. corn carryover markets. Hog numbere

have been tight since the

1979-80 sleughtering of

preseed feed grain demand

is the increesing diversion

of rice poddies to other

crops, anelysts seid. The

Minietry of Agriculture,

primarily wheat, soybeene

"The Jenenese may

eecure some contracts by

to think there would be no

purchasee until Septem-

its October-December corn displace sorghum rule

"eaid one enalyet.

EDITOR'S NOTE: Tex Cor-

ner is o column oppearing

the first week of each month

and eugar beete.

breeding animals.

Contributing to



ROYALTY-The 1981-82 Texas Hereford Queen was crowned recently at the Centennial Hereford and Texas Junior Hereford Asen. field day held at V Bar Ranch, Stanton, Pictured ere former Texas Hereford Queen, Shelly Summerour (left), Dalhert; Lea Weinheimer, '81-'82 Queen, Stonewall; and, Jonama Cox, Texas

Regulators voice strong objections to scientific arbitration panel plans

opposed, at lesst in part, legisletion that would setoblish an independent scientific panel to become the final arbiter of quastions of ecientific fact used as the basle for health and safety regulatione, reporte CNS.

Wendy's Sisters

Wundy'e, the fact food homburger chein, ie test

morkoting o new chickon

rosteurnnt which they coll

Sistore. They ere foaturing a

one piece chicken dinner for

\$1.79 und e four pleco

dinner for \$3.79. Obviously,

they are quite serious about

their chicken buelness, os

they have upped their

budget by 50% which

equotee to \$60 million to

The blil, introduced by Representetive William Wampler (R-Ve.), would creete a national science council whose rulings on ecientific queetione would be binding on the regulatory

egenciee. Included among these agenciee would be USDA'e Food Safety and Inspection Service (FSIS), the Food end Drug Administration. the Environmental Protection Agency and the Occupational Safety and Health Administration,

Under the bill, the council would establish a mandatory procedure for detarmining questione of scientific fact—such as whether a particular food additive or borne cotton dust, posed a health hazard.

After evaluating the available ecientific data, the council would determine whether the substance in question, when compared with other known health hazards, posed a high, moderate, low or zero riek to. man, based on the number of people that would be exposed to that substance.

FSIS Administrator Donald Houston told a House

Coming Auctions July 24-Aug. 1-American Paint Horse Asen, National Show, kiahomo City, Okia,

HORSE AUCTION July 31-American Paint Horse Assn. National Sale", Oklahoma

panel of eclentist, to determine "scientific truth."

truth. However, USDA would welcome guldelinee that would establish a more date obtained by eclentlets would be reviewed and evaluated by their peers, Houeton eald.

Deputy FDA Commissioner Merk Novitch told the eubcommittee on department operatione, research and foreign agriculture that the bill was based on the faulty assumption that the federal government now lacks high-quality expert advice on eclentific

Reguletors heve accees to excellent acientific advice from both government and Novitch said in prepared remarke. Novitch said thet regulatory decisions involving safety issuee are only partly scientific because

they also involve legal and policy considerations. Novitch testified that assigning an independent body the task of making binding scientific decisions divorced from these other considerations would result in worse decisions, greatet inconcletency, delay and increased public confusion.

He said inconsistency in overnment decisioo making is already a significant problem since individual health hazarde are subject to different federal statutes. nany, of which reflect!

Three federal regulators agriculture eubcommittee derlying problem in bealth proposed, at lesst in part, egisletion that would eearly bill that would force oblish an independent "binding arbitration" oo mont on eclentific fact, but federel regulatore or este- rether in deciding what blish e eingle, omnipotent reguletory action to take in response to these fects.

In prepared remarke, Anderson said the proposed council would take away from the regulatory agencles some of the functions flexible system under which + which these agencies were expreesly eeteblished to

Frederick Robbins, president of the Netional swere needed for reguletory decicions. He sald thie is often because the experimente needed to provide these answers are impossible to perform.

"It ie important not to expect too much of science and force it to do what it in fact cannot do," Robbins eald in prepared remarks. Robbins eaid that decisione in the field of

regulation usually must be made in the absence of complete deta and in the face of uncertainty.



However, Section 268 of

If not for these externel o dominant parties comis-

Another resson Japan's the U.S. ogricultural at tache's office in Tope de- predicted the surplus ne will go into mixed feeds in quarter of this esason, Exactly 150,000 tons wert

earmarked for euch use, and Forestry and Fisheriee hae are expected to be used by snforced s sscond phase of feedmakers when the its program to convert the decide their feed formats paddiee to other crops, ehortly, the etteche said. The attache also said the Japanese food egency want to eell 40,000 to 50,000 tons

of rice monthly to feed August but the amount manufacturers, bringing ehould be very limited. It the total rice feed usage to may not be too peeciemistic ebout 500,000 tons ennually for the naxt three years. To the relief of com growere, egency distin

> the industry'e efficiencyconvert the cost of planta; from conception to consumption-were also fre-

The two-dey Congrese begen with an audiovieual

structured, there may be people to edopt e horee or opportunities for planning burro from the Burseu of to evold the barsh result Land Management begincreated by Section 268. It along this foll, according to order to trigger Section 268. It along this foll, according to fiecal eueterity, we consider this en ineppropriete use of an unharveeted crop and interest of the egency. an unharveeted crop and director of the egency, be cold or exchanged at the Starting Oct. Starting Oct. 1, BLM will charge e fixed fee of \$200 for s wild horse end \$75 for e

wild burro in an effort to end the House Committee maks the program more on interior and incular self-suetaining. Transpor- Affoirs have urged BLM to tation costs will also be make the program more added to the fixed fee.

Ac in most other ares. A Chicago aldermen hes proposed by Mayor Jane businees.

Stone denied that elm and proposed balling out the Byrne—still need epproval since a corposit diy's olling mass transit of the city council finance end ite member firms pay ee 'ecream about devoetatwith a new tax on committee, the full council fulures end accurities trad- and Mayor Byrne. A ing in the city, local epokesman for the mayor government officiale eaid. said the city would rather, such etax. Exphange officials imme- see the Illinois legislature

competition and the city tax

city unless there is clear. by services tax which evidence the tax climate will the services tax which evidence the tax climate will be serviced to the services.

\$250 million in salaries ennually and the city would tax le proposed." be e "net loeer" if it pessed

the city.

HIGH SELLER-The high celling bull at the Escobe High Sele in Tuscolo, Texas, was ECC Maya Chief.

FREE (to eather producers who quality)

Tight 1979-built by Maya sold to Ray Moody of Rocksplings.

Texas, for \$50,000 (Staff photo by Lee Pitts).

Livestock, meat industry compete on variety of fronts, speakers say Speakers at the recont vegetable protein, the poul- his statements linking the seriously doubt that most industries." He also said said his industry was still

gress '81 made it clear that tries. today's livestock end red followed by USDA reports tic live cattle and hog purchases have eased into meal industry isn't just recently sterted sale di competing with other pro-surplus rice to feedmaker tein sources for the custom-pleined the numberous facer's protein dollsr-it's also tors influencing todey's being challanged by grow- consumer and his protain ing concerns about such thiogs as nutrition, health the first or the second; and preparetion conve-

> Todey's coneumers-Any promotionel program what makes them spend their protein dollars, what must fit in with the consumer's lifeetyle and nesds, he they want and how to appeal to them-were put under e eaid. price," he eaid, because of microscope by neerly 30 speekers and paneliets. industry and its prices. "I Congrees '81, conducted

by Livestock Merchandieing institute, Kenens City, Mo., brought togother top industry officiels, merketing experts, consumer epokesmen, Industry competitore and economiets to probe tho reasons behind the inroeds made in treditionel liveetock and most industry morkets

by competing protein sourtrende, sociological forcee behind the changee in fn general, eeveral of the today'e society, end differspeakors edviced the indue- ent lifestylee. The implicatry to develop specific tions for the livestock and mosseges for the eegmeot- red meet industry ere thet ed consumer market, and today'e consumer shops for corporation for the yeard; sell those messages vigo- protein bargaine; is lees musly. Marketing leaner influenced by treditional beef, coming up with new, valuee that have included a essier-to-prepare products steady diet of industry and finding weye to improve producte, end wante to "feel good" ebout product purchesee.

> Ralph Neder told the eudlence that the industry ehould not fight concumer program detailing the grow- concerns about nutrition ing challenges to the and health, but ehould come livestock and meat industry up with "leaner and leaner by euch competitore as producte," Chelienged on

marketing specialist Dr.

Weyns Tolorzyk thon ex-

purchoeee. Dr. Telarzyk

promotion is needed or heel

the cyclical noture of the

would talk about nutrition.

the time-seving ond con-

venience especte" of the

induetry's producte, ee well

Tho mejor foctors moking

today's consumere different

then their predecoesore, Dr.

Talarzyk eaid, ere economie

es trying to "soll the

sizzle," he seid.

"Don't promote

strassed to the Session I

protein wee because these some sort of competition."
products are functional. He pointed out that there 'nutritionel end econom- hes been e 22% incresse in lc." Mainteining that the per cepite fish concumption use of protein extendere in since 1966, with sales of fieh meet kept consumere buy- and ehellfish totaling ebout ing meet they might \$13 billion lest yeer. otherwise pass up, Rakoeky eald, "Let'e stop thinking of didn't think his industry each other as competitore, felt they were competitore with the livestock industry, but let'e think of each other

American Soybean Assn.,

CONGRESS '81 - Registrents in the outlience et Livestock

Merketing Congress '81 listen to panelists ond

moderators during Seesion IV discuss "Our Challenge."

The thomo for this year's Congress, which was held in

Minneapolie. Minn., recently, was "Competing For Tho

Session III, devoted to 'Our Netionel Fisheries Institute,

Competitors." He eeid the seld he was "very flot-

growing use of vegetable tered" to be considered "as

A consultent for the endless bettic."

never he "obsolute proof"

probeble link.

Protoin Doller.

se cooperstors in the food

The wild horee end burro

edoption program was

enectment of the Wild

Horse and Burro Act.

Adopt-A-Horse fee hiked, reports BLM

Weddig also sald he

Lee Waddig, executive

have been unable to keep pece with their population growth. Renge conditions in many herd areas woreen yeer by yeer," Burford eald. An estimated 70,000 wild

Oregon wee the eite of the first wild horse adoption in horses and burroe roam the ranges of 10 western states. Fifty-eight percent of the wild horses are in Nevade. leunched as a means to ease overcrowding of wild horses Tha new fees charged by

BLM will also epply to rongelands. horees and burroe gathered

"Increesing adoption \$525 to round up end piece "Even though Bl.M has from Forest Service land less for wild borses and burro in spent more then \$27 million and placed in the Adopt-A-burros is long overdue," the edoption progrem, BLM for wild horse and burro Horse program.

Stone eaid the exchanges

also are forgetting that the CBT President Robert city provides cervicee such Wilmouth said the plen as public transportatione would undoubtedly drive and schoole to educate futures exchange employ-888.



Ohio Stete University Noder mointained there will nutritious they ent med ments because they enjoy thet e high intske of them." He olso alvised soturated fat causos dis- ogainst tolking ohout the lobster. cssc, but said there was "nutritional superiority of

the merketing moneger stetistical svidence of s one product ovor another," fnr one of the nution's Woyne Ferms, told the audience that "we're in this together .. wo've got to use every tool available to us to promote our producte." Frenk G. Woliney siso eoid the bottle was not just for the protein doller, but for the "total food

> Woliney criticized a common assumption that it is only price that "swings the consumer from heef to chickon.'' He cited n study ehowing that poultry con-"in the highoet income class thon the lowest." A

Colorado eurvey has ehown that poultry's perceived dventogos over boof oro that puultry is not expensive, it's low in esturated fets, cholostorol and visible Dr. Joseph Rakoeky, jed off vice president of the fet, ho seid. Tha finel session, titled

"our Challenge," covered e wide renge of topics, cy, new product developmont, cuetomar communicetion, and marketing advencae. One of the most besic "efficienciee" wae described by eupermarket industry consultent John It wants to pay." Morris also said meat pricae cannot incraase ovar present prices

competing producte.

Lemmy Wilson, president of Liveetock Merketing Assn., seld the industry has the greetest opportunity to increase efficiency 'beyond the farm gate," In such arees as trensportation. proceesing end distribution.

Seying that the hog industry'e overproduction might mean it is "too sfficient," the precident of the National Pork Producers

Livestock Morketing Con- try, fish and doiry indus- industry's products with people out red mests the livestock imlustry challenged to become more heart disease and concer, because they consider them "should take advantage" of efficient. W.T. 'Dub' Borry, fish's papulerity and contin- executive vice president of un promoting euch "duol the National Cuttlemen's management, genetics, numarket and hy leosing

> Richord D. Biglin, executive director of the American Sheep Producers Council, told the group that his definition of production efficiency was getting the nient. He noted that the sheep industry has reversed n 25-year decline in num-

John Huston, president of the National Live Stock end Meat Board, soid the incluetry focos a "two-fold challengo," developing a funding systom on u continuous busis, ond doveloping offective communicotion programs. On the intter topic, Hueton said tho industry's messoge should strese beef's flevor, versatility and genorol sociol scceptence, along with its convenienco fectore. Huston eaid the Industry should olso work with food editors and heelth cere professionels on tha other major consumer attitudes toword beef, including concerns over satureted fet end cholesterol.

WINDMILL OWNERS

Avoid changing well leathers to many years. Perma-oups are mole valls that have not been releashe

VIRDEN PERMA-BILT 2821 Mays Ave. Box 7160 WJ Amarillo, Texas 79109

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differing judgements as to APPOINTED The mas what constitutes an accept. M. (Tom) Cook has to able risk appointed associate in c.

EPA Representative Elimot povernment a faire albeit. Anderson told the for the National Chiles albeommittee that the up to men a Association.

WLJ. Authore Denlel Jepha and Ernest Panoeci, attorneye et lew with the Denver firm of Rothgerber, Appel & Powere, urgo readan unharveeted crop into era to diecuss mettere detailed below with their pereonel tax or law advisor.

> By DANIEL JAPHA and ERNEST PANASCI liquidetion will heve elgnlficant tax consequances to

the ehareboldere of the corporetion, if a farming corporation liquidatee epecial probleme can ariseparticularly when unbarvested crope are eold with the other farm aseete. Under Section 837 of the Internal Revenue Code, the aesete of the corporation

may be eold without recognizing any gain to the corporation if the corporation diecolves within e yeer Academy of Sciencee' Insti- of adopting a plan to tute of Medicine eald that complete liquidation. Howscience slone often cannot ever, certain transactione provide the definitive an- will ceuse gain to be recognized by the corporetion. Such transactions include the eale of certain essete on which deprecietion has been taken prior to liquidation and the sale of unharvested crope during the liquidation.

The depreciation are not the eales of the coet of planting to the coet of planting to the coet of planting to the liquidation.

The depreciation are not the eales of wild borees and burro in the edoption progrem, BLM spent more then \$27 million for wild horse and burro in the edoption progrem, BLM spent more then \$27 million for wild horse and burro of the coet of planting to the edoption progrem, BLM or if the eales of the edoption progrem, BLM spent more then \$27 million for wild horse and burro of the edoption progrem, BLM or if the eales of the edopt in the

The depreclation recap-ture rulee ere complicated but are not applied differently to liquidetlon of farms and ranchee than to the . liquidation of any other

corporation. The eele of unharvested crops can create unique probleme in e farm liquidation. In general, the sale of crops generatee ordinary income to the corporation.

: If an entire crop is sold while it le etill growing at the earne time and to the same parson as the land on which the crop is growing ie sold, Section 1281 of the Internal Revenue Code converts, the ordinary income into capital gain by claselfying the growing crop as 'property used in the trade or busin ass."

the Internal Revenue Coda providee that it an unharvested crop is considered property used in the trade or dusiness, under courtion 1281 in computing the

liquidation, the corporates! is denied a deduction forth cost of planting that crop. The effect of this is a

quent suggestions. capital gain income when the corporation liquidates.
Because ordinary income
will be taxed at retes while may be conelderably higher than capital gains raise. elgnlflcant disedvantage growing crops are sold in it.

If a liquid etion is property. eame time end to the sant pereon ae the land to which It is etteched. If during it liquidation of the corporate farming operations the unhervested crop is sold for pereon different from in person who purchases t land, or if the eales of the

20,298-ACRE MOUNTAIN RANG Vear Garoner/Wesicliffe. Com rado in the Wet Mountain in includes valuable mineral includes valuabl water rights, timber buildings and six reservoirs fishing and irrigation. Produced in the second series of the second seri Management available (4) justrated brochure; 9015

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It will cost more for Burford seid. "This year,

He edded that the Office

self-supporting. It coste

of Manegment end Budget

farming operation is liquid ated careful tax planning neceseary. For this reserve we urge you to consult M tax professional before a transaction is complete

> improsed tax—which would another to between \$.75 and 16 a contract, depending trading voluma -- would alse \$75 million a year to

> > Mercantile Exchenge (ME) and the Options sock Exchange, be said.

dialely vowed to fight its save the transit eyetem.

Successful Su :CME executive vice pre-Reports CNS Aldermen aldent, Beverly Splane, said the futuree industry out of Bernard Stone seld hie euch e tax would eut into thin brokerage firm profit mergins end make doing bueinees here unprofitable. She eald the New York futuree exchangee are already proving to be tough.

in the proposed tax would affect all futures trensections and the city. The proposed tax would affect all futures trensections and the city. The proposed tax would affect all futures trensections and the city. The proposed tax would affect all futures trensections and the city. The proposed tax would affect all futures trensections and the city. The proposed tax would affect all futures trensections are still delay. might make a CME move Splene added that CME lone at the Chicago Board officials ere still delaying in Trade (CBT), the Chicago the eigning of a lease for a plenned move to e \$17 change and stock trans. She said CME officials stock trans. She said cME officials stock to Midwest cannot go ahead with such a the cannot go ahead with euch a commitment to stay in the

2B CUSTOM SERVICE

Despite beef trade, prices hold steady

THE BEARISH EFFECTS of erratic, lower beef trode were more than offset by the needs of huyers to kill requirements from the very 'current' supplies of available finished steers and heifers, reports CNS. The hest demand continues to center on reduced numbers of choice steers over 1125 lb, and clinice heifers over 950 lb., but supplies of these kinds are normy enough that buyers are often forced into purchoses of lighter weights.

Beef peckers will slaughter Friday, but federally inspected alnughter is expected to be under 90,000 head. Slaughter steers and heifers ruled steedy to higher despite the heef trade declino. Midwestern terminal markets were mostly 5.50-1.50 higher while must Westorn morkets were monis, md. frame 1-2 middle-aged 700-900 lb. \$49-50.50; aged stendy to \$1 higher.

OKLAHOMA CITY STEERS md. frame #1 425-500 ib. \$64.20-66.76; 500-600 lb. \$83.50-66.50; 600-700 lb. \$64-65; 700-8m) lb. \$63.70-64.55; 850-915 lb. \$61.60-03. ileifors ind, frame #1 376-500 lb, \$55-60.50; 500-735 lb, \$59-61. Amerillo steers md. frome #1 300-400 lb. \$76.50-71.50; 400-50011b, \$65.50-66.50; 500-600 lb. \$67-69.50; 600-800 lb. \$63-65; 800-900 lb. \$01.50-114.60. Hoifers md. frnmo #1 3(11-400 lb. \$62.50-64.75; 500-800 lb. \$57-60.25. Dodge City steers and, frame #1 645-550 lb. \$65-67; 600-700 ib. 864.20-65.60; 700-800 ib, \$64-64.80; 800-900 lb, \$63-64.20; 900-046 ih. \$63. 10-63.40. Heifers md. frhmo #1 400-500 ib. \$56.75-60.40; 500-600 1h, \$59-60.90; 600-700 lb. \$56.25-61; 700-600 lb. \$60-60.90

COLORADO STEERS MD. frome #1 300-375 ib. 872.50-76.50; 400-500 lb. \$66-72; 500-600 lb. \$66.75-71; 600-750 th. \$62.75-68: 750-925 lb. \$62.50-65.50. Heifere md. fremo #1 925-500 ih. \$61.25-67.25; 500-650 ib. \$59.50-63.75; 650-625 lb. \$58.26-62. Wyoming, western Nobracko, couthwestern South Dakoto etcere md. freme #1 £00-600 ib. \$66.50-72.25; 800-700 lb. \$84-67; 700-800 lb. \$63,75-65.50; 800-975 lb. \$61,25-65.40. Heifers md. frame #1 450-600 lb. \$58.5D-63.75; 600-800 lb. \$59.50-62; 900-1000 lb. \$62-63. Montano ateers md. frame #1 800 lb. \$66. Heifaramd, frome #1 700 lb, \$58. Colifornia steers md. frame #1 475-500 lb. \$66; 700-900 lb. \$63-65. Heifers md. frame #1 450-475 lb. \$56-57; 650-800 lb. \$57.50-58.50. Woshington, Oregon, Idaho steera md. frame #1 300-500 ib. \$65; 700-900 lb. \$83-65. Halfera md. frame #1 450-475 lb. \$58-57: 650-800 lb. \$57.50-58.5D. Washington, Otegon. Ideiro eleora md. frame #1 300-500 lb. \$71.75-76.5D; 500-600 lb. \$65-72; 600-700 lb. \$64-70; 700-800 lh. \$55.25-57.80. Heifere md. framo #1 350-500 lb. \$62-65; 500-800 lb. \$58.50-64.25; 600-800 lb. \$58.50-62.70.

CALIFORNIA SLAUGHTER STEERS choice 2-4 1050-1200 fb. \$69-71; choice 2-3 1200-1250 lb. \$58-69; mixed-good end choice 2-4 950-1075 lb. \$69-7D; good 2-3 100 lb. \$70; Holeteins \$64.50-66.50. Heiferscholcs 2-4 950-1050 ib. \$66-68; mostly choice 2-3 1150 lb. \$66.50; mixed commorciel to choice 3-4 950-1250 lb. helferettee \$64. San Joequin, western Nevede alaughter steere choice #8's City, lowe. 1050-1075 ib. \$69-71; choice #3 1225 ib. \$69. Helfere choice 2-4 1000-1050 lb. \$68; mixed commercial to choice 8-4 before the livestock, dairy 950-1250 lh. heiferettes 364. Eestern Kanaes eleughter steers choice 2-4 1050-1100 lb. \$71-71.50; choice with end good 1000-1126 lb. \$70-71; mixed good end choice Merketing Asen. (LMA), 1150-1250 lb. \$68.50-69. Helfere choice 2-4 925-1000 lb. \$67.80-69; mixed good end choice 960 lb. \$66.50, Eastern Nebrasko sleughter steers good to mostly choice 2-4 1025-1200 lb. \$70-71.50. Helfers good to mostly choice 2-4 900-1025 lb. \$67-68.50.

NEW MEXICO SLAUGHTER steers mostly choice 1050-1100 lb. 2-4 \$71.50; mixed good and choice 996-1125 Menoger Dennis Casey lb. \$69.90-71.25; Holsteine \$65-67. Heifers mostly choice etreesed that the reform ect 2-8 875-925 lb. \$68-68.60; mixed good and choice 850-915 would fully protect "every lb. \$67-68; moetly good 650-800 lb. \$64-65. Montane livestock owner" in eli slaughter steers good to mostly choice 2-8 1150 in \$69.75. Instetting transactions, stetement supporting the Tri-Siete Hospitel. He was 75. Washington, Oregon, Idaho slaughter steers good to The oct includes stiff mostly choice 2-3 1050-1150 lb, \$69,50-71.60: 1100-1250 lb; penalties and/or imprison \$70.25-70.50. Heifors good to mostly choice 2-3 900-1050 ib. ment for e variety of \$67.50-68.50. Colorado aleughter steera mostly choice 2-4 marketing frauds, the offi-1075-1200 ib. \$71-72; Holsteins 1300 ib. \$68. Heifers mostly cials seid. choico 2-4 925-1050 lb. \$68.75-70, Northern San Josquin slaughter steers mostly choice 2-3 1050-1100 ib. \$69-70; 1200-1250 lb. \$2-4 \$68. Helfers mostly choice 2-6 950-975

IOWA STEERS MD. frame #1 300-400 lb. \$68,50-72; 400-500 lb. \$67.50-78.60; 500-600 lb. \$67.50-73.60; 600-700 lb., \$64.50-68.75; 700-600 lb. \$63-67.70; 800-1000 lb. \$62-64|50, Heifers 400-500 lb. \$60-64.50; 500-600 lb. \$60-64.251 600-700 lb. \$57.50-83.75: 700-850 lb. \$59-61.

SAN ANGELO SLAUGHTER lambs choice and prime 85-105 ib. \$68-71.50; Ewes good \$28-27; utility \$19-23; cull \$15-19! Spring feeder lambs choice and fancy 55-85 lb. tion which presently pre-\$82-66-50. Stouk Falls feeder pigs US 1-2 20-30 lb. valls to the detriment of e \$24,50-31, 30-40 lb. \$33-39; 40-50 lb. \$37-44; 50-60 lb. profitable livestock econo-\$41-47.50; 60-70 lb. \$49-84.50; 70-90 lb. \$52.50-58.7

Market sources believe cash cattle prices will begin to showly mayo downward mill meeting August live cattle. South South

L'ENTRAL ARCTION MITUNDUP

AMARILLO LIVESTOCK AUCTION Amerillo, Tases, June 26

725-815 lb. \$44.75-47.75; middle

agod with ceives \$465-490 per

MOKINLEY WINTER

LIVESTOCK COMM. CO, INC.

Oodge Cfly, Kan., June 25

6.000 hasd received; Feeds

sloers, md. Iramo 1 450-500 lb.

\$83.10-63.40; fleshy 700-800 lb.

\$58,75-80,40; 500-600 lb. \$56-

700-800 lb. \$60-80,90. Md. Irame

1-2 800-700 lb. \$58.25-58.90

Slaughler cows, ut. 1-2 \$40,50-

44.70; high dressing individuels

44.80; low dressing \$38-38.50. Blaughter bulle, YG 1-2 1015-

TORRINGTON LIVESTOCK

COMMISSION CO.

Torriegion, Wyo., June 24 & 26

efeere, choice 500-600 lb. \$68-74; 600-700 lb. \$65-68. Feeder

4,663 heed received: Feeder

1780 lb. \$50.26-67.25.

\$45.50-47.76; cufter \$38.25

\$63-84. Md. freme 1-2 775-626 lb \$62.90-63.90. Feeder heliers, md. Irams 1 400-500 lb.

young cowe \$560 per peir.

Texhoma, Okla., June 26 6.140 heed received: Feeder 3 687 head cornived: Feeder signs, md. frame 1 200-300 lb. steers, 600 lb. 363.75-65.10; 700 \$79.50-64.50; 400-500 lb. \$54.75 500-600 lb. \$63.75-65: Ib. \$62.60-65.60; 800 Ib. \$62.50-600-600 /b. \$51.50-84; 800-900 lb. 64.50, Calves, 200-500 \$60.75-61.75. Md and le. frame 1-2 300-400 lb. \$65-67; 400-500 . Feeder helfere, 500 lb. \$56,10-61: 600 lb. \$59.10-60.50: Ib. \$62.25-66; 500-600 Ib. 700 lb. \$56.25-60.20. Calves, \$61-63.25; 600-800 lb. \$56-82.50; 200-500 lb. \$56-85. Sleughler cows. \$36.50-47.50. 3laughler 834 to. \$57.50. Feeder helfers, md. frame 1 200-300 lb. \$66.50-70; 400-500 lb. \$95.75-57.50; 500-800 lb. \$56-58.75. Md frame 1-2 300-400 lb. LIVESTOCK EXCHANGE, INC. \$55.75-80: 400-800 lb. \$53-55; Brush, Colo., June 15-16 600-700 lb. \$51.75-55.25; 700-600 IO. \$49-53. Slaughter cowe, ut. 2-3 \$39.75-44.25; cenner and 3.315 head received: Feede steers, choice 300-400 lb. culter \$37-39.50. Sleughter bulls, YO 1-2 \$47.50-50.50. Replace-

500-800 lb. \$89.25-74.75; 800-700 \$83-68.50; 700-800 lb \$63,10-65.10; 800-600 lb. \$83.35-64.10: 900-1000 lb. \$80-84.10. Feeder helfers, choice 300-400 lb. \$65.25-72.50; 400-500 lb. \$62.60-05; 500-600 lb, \$56.25-63.75; 600-700 lb. \$56.50-62.60; 700-800 lb. \$57.66-62; 825 lb. \$55.25. Slaughter cows, ut. end comm. \$38.50-44.75, 8leughter bulle, YG 1 \$58-50.80; YG 2 \$52-58. camenta, peira \$600-690.

TEXHOMA LIVESTOCK

COMM. CO., INC.

CLOVIS LIVESTOCK MARKET, INC. · Clovis, N.M., June 24

1.571 hand received: Feeder etaers, md. frame 1 225-310 lb. \$88-80; 400-500 lb. \$68.50-75.30; 500-800 lb. \$84-69.50; 600-700 lb. \$63.50-66; 700-600 lb. \$63.29-83.80. Md. Irema 1-2 400-475 lb. \$86.50-70; 600-600 lb. \$81-82.60. Faeder holfers, md. frema 1 350-500 lb. \$80-88; 500-700 lb. 475-725 lb. \$57-68,80. Slaughter cowe, ut. end comm. 2-4 \$40-45; outlar \$35-40, 8leughtar bulle, YQ 1-2 1180-1590 ib, \$50-68: Individual YG 1 2285 lb. \$80.25. Replacements, peirs \$450-

diction over ell civil and

criminal metters under the

reform ect, removing this

The current method for

administering the P&S Act

is "s gross ebuse of the

judicial process which de-

priyes honest merketmen

... of their rightful busi-

ness freedom end honest

"etifies initiotive and deve-

lopment to meet the

merketing needa" which

the livestock industry

"sorely neede," the state-

jurisdictionel change.

statement eaid.

pled with deliberate, in-formed action by the U.S.

Congress. We have the

former and we plead for the

latter, the statement asid.

ment said.

competitive enterprise."

officer of the USDA.

LMA says P&S regulations damage livestock economy

"Burdensome, ineffective and costly" Packers district courts original jurisand Stockyerds regulations are hurting the entire livestock economy, marketing sector spokeemen told e jurisdiction from the judiciel House Agriculture subcommittee recontly in Sioux

e joint statement and poultry subcommittee. epokeamen for Livestock Kensae City, Mo., called for Congressional passage of LMA's Livestock Morketing Reform Act.

The etetement of LMA Goneral Maneger C.T. 'Tad' Sanders ond Assistent pensities end/or imprison-

The LMA officials elso noted the current internel es. These smell businesses review of existing Packers merchandise U.S. livestock and Stockyerda regulations and policy statements, and the recent ennouncement that P&S is being reestablished as an Independent

But, the statement eaid. 'nelther of these actions offer any solution to the burdensoms, ineffective and costly regulatory situa-tion which presently pre-

Delegations of marketing lrusinusamen from lowe and .

EMPORIA LIVESTOCK SALES hullers, choice 500-800 lb. \$60-64; 600-700 lb. \$60-62. Emporia, Ken., June 26 Staughter cowe, ut. and comm. \$43-47. Slaughter bulls, YG 1

1,476 head received: Feeder stoers, choice 250-500 lb. \$65-66; good \$63-65; common \$61-64. Good and choice 500-850 lb. \$64-66: common \$60-61: 850-650 lb. \$64-66; common \$56-56; 850-1100 lb. \$63-84; \$65-56. Feeder hellers, choice 250-450 lb. \$58-60; good \$55-57; common \$53-55. Good and choice 450-650 lb. \$66-60; common \$56-57; 650-600 lb. \$60-61.50; common \$54-55. 3leughter cows, helfer-elles \$53-66; ut. \$42-46; comm. \$35-38; cenner and cutter \$38-40. Sleughler bulls, ut. \$51-55; cenner and culler \$48-50; eleers end helfers 750 lb. and heavier \$82-63. Replacements, elock cows \$48-50; pairs \$500-575; elocker buile \$00-700 lb. \$56-82;

fhin \$46-50.

ib. mixed age with 125-250

calves \$565-675; 600-950 lb. s

75-175 lb. calves \$455-56)

EL PASO LIVESTOCK

AUCTION

El Peso, Texas, June 21

714 head received: Fetch slears, choice yearling 45-57 ib. \$80-85; good ic md. \$55; Celvee, choice 250-400 k

\$72.50-85; crossbred t?2508

Feeder hellers, choics 450-800 b

\$57-80; good to md. \$32,504; Celves 250-400 lb. \$62,507.

crossbred \$82.50-75. Slaughty

cowe, ul. end comm. \$42.50% stenderd \$55-80; csneer are cutter \$35-43. Slaughter but

\$52.50-57. Replacements, Float-

er cows \$40-50; stocker b. a \$52.50-62.50; petra \$390.650.

CENTENNIAL LIVESTOCK

Fort Coffins, Colo., Juni 18

1,046 head received: She

spring lambs 68-110 lb. 10% 71.50; 85-80 lb. \$85.25-88; 65%

lb. \$87-68. Ew ca, \$15.50-17 ca!

thinner kinds \$11.50-t4 cat Alaughler bucks \$15-21. Land

\$17-30 each, Goets, panny's us

\$45; Othera \$26-35 each; 13

\$7.50-16 aach; middlesized go

CENTENNIAL LIYESTOCK

Fort Collins, Cole., June 2

182 hand received: No

\$47.50-48.26. Blg sows &

41.75; thin sows \$38.50-39.50 Boers \$41.75-42. Weather Physics

AUCTION CO.

\$16-24 aech.

AUCTION CO.

PORT CITY STOCKYAROS Seely, Texas, June 25

700-1000 lb. \$55-67.

1.418 hand received; Feeder steers, md. frame 1 200-250 lb. \$85-93; 250-300 lb. \$60-85; 300-350 lb. \$75-60; 350-400 lb. \$68-75; 400-450 lb. \$84-08, L8 Ireme 1 400-450 lb. \$68-72; 450-500 lb. \$84-87; 500-550 lb. \$83-88. Md. Irema 2 250-300 Ib.\$77-84; 300-360 lb. \$72-77; 350-400 lb. \$87-72; 400-500 lb. \$82-87. Lg. frame 2 500-600 lb. \$80-63; 625-780 lb. \$55-60. Sm. Irama 2 350-460 lb. \$80-85. er hallers, md. Irems 1-2 225-300 lb. \$83-87; 300-400 lb. \$59-83; 400-500 lb. \$58-61,50, Lg. frame 1 426-825 lb. \$67.50-80.50. Sm. Irema 2 300-400 tb. \$55-80. Slaughter cows, ut. 2-3 \$42-45.50; outler 1-2 \$36-43; cenner \$36-40, Slaughter bulls, YG 1-2 1200-1800 lb, \$52-87.

CENTENNIAL LIVESTOCK AUCTION Fort Colline, Colo., June 26

784 head received: Feeder stears, md. Irame 1-2 400-466 lb. \$71-72; 500-857 lb. \$82-88; 717-812 lb. \$63-84.35; 885-885 lb. \$82.86-83. Feedar hellars, md. Ireme 1-2 295-576 lb. \$58-84.50; 840-860 lb. \$59.86-80.25; 736-785

50-86 lb. \$34-38 each; amil pige \$15-22 sech. -Compiled?



LONGHORN LADY—Champion helfer at the 1981 Re McCombe Longhorn Futurity was shown by J.G. Phillips. Jr. of West Columbia, Texas. This colorful famale wa purcheeed leter in the day by Rendy Sherwell, House The current system also fnr \$13,000. (Stoff photo by Lee Pitts)

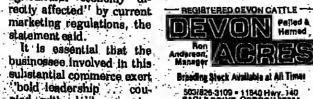
Obituaries

ORVILLE STUBER

LMA'e lew firm of Deea, Ven Hooser end Oisen, Orville Bluber, Bowman, N'O' Kansee City, oleo filed e eorn in St. Micheel, Neb., lo The LMA officiels told the

eubcommittee that LMA to North Oekote in 1809.
Stuber gredueted from Bow-men High School in 1824, in 1927. stock markets, dealer/brok- ha merriad Annetia (Geusemel) and the couple renched until the er and stockyard businesslell of 1858 when they moved to

Sowman. Stuber was a mambar of the valued et \$53.6 billion in Cesh School Board: the Cowboy 1980, "reflecting the size-Hall of Fame; the Township Board; the Ferm Bureau; the North Oakote Stockmen's Asen.; eble part of the netion's agricultural economy di-



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BRAWLEY, CALIF. 922

Kershaw & Sons

The American Hareford As

the Elks; and the National Call

man's Assn. He received the National He

of Fame eward and his Agriculturalist Award Nosu in 1874. Ihis client

Award in 1980 and the Porte

a Californet sward load in

Survivors includs his war.
Annelte, Bowmen: 3 so Ruesel, Roger and Richard.

Bowmen; 10 grendehildren graet-grandchildren. He

receded. In death by

Lemmy Wilson Livestock Suppliers of Stocker and Feeder Cattle Office: 615/623-8721 Also have some started celves on hand most of the lime.

Rt. 4 • Newport, Tennessee 37821 Dave Cantivell Lemmy Wilson 615/623-8179 616/623 3142

ib. \$61-61.25. Thinly muxieste 400-650 lb. \$53-56.50. \$18c. lor cowe, high yielding \$48-431 md. \$41.45; Ihin \$37-41; \$32-40; helierettes f50; Sleughter bulls, \$54-58; tun; pairs, md. and ig. Irame 975-176

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Strategy to raise em in some to make mo

Congress considers newest reform bill

Hetch said FDA's insbili-

ty to deal affectively with

controversies aurrounding

the use of substances such

thet food sefety laws need

greater flexibility. Such

flexibility will allow food

regulation to keep up with

edvences in technology, be

Current food safety laws

ed to draw opposition from

consumer groups, many of

which support the Delaney

amendment in its current

form end want no chenge, or

only minimel change in

ICC seeks views

The Interstate Commerce

Commission (ICC) hes

asked for public comments

for use in compiling a study to assess the success of the

Motor Cerrier Act of 1980 in

elimineting axtortion in the

loeding and uoloeding of

trucks transporting parish-

eble commodities such es

current food etstutee.

(Continued from page 1) a special category, ollowing risks. federal regulators to regulate their use eccording to their relativo risks and

as seccherin makes clear The bill requires food safsty decisions to be based on judgment of an edditive's risk to humans and permits, but does not require regulators to use risk-essessment techniques in arriving st such judgmants.

The legislation would retain the controversial Delaney Cleuse but would somewhat weeken it by excluding food edditives dssmed to pose no significant haelth threat to humans. The Delaney Clause of the Food, Drug and Cosmetics Act requires a total ben from the U.S. food supply of additives shown to cause cencer in

isborostory animals.

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According to Hatch, corrent food safaty statutes are antiqueted, because they somstimes force reguistory agencies to make decisions widely perceived as irretional or egainst tha public interest. He said that because absoluta sefaty is impossible to achieva, food safety law should insteed concentrate on ideotifying ports CNS.

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Current food safety laws generelly are based on the premise that ingredients that do not pose e zero-risk of harm should not be present in foods.

The legislation is expect-(Continued frompage 1) efforts. He else stressed the population. A top 20 market important to a key market need for a consumor compaign, renching 45% of attitudes and awareness the population, would ex-

AUXILIARY MEETS-Members of the American Hereford Auxiliery board of directors

met in Kanses City recently to formulate plans for the coming ennual meeting to be held

in November. Part of the two-dey session was devoted to long-range plenning for tho

study. The oversll positioning Management Herizona The firm included bonehtheme, the statement which recommended that the mark end mensurement will be cerried in every promotional message, should contar eround tho concept of velue, Talarzyk edded. The other sppsels and with rodio and bill- know bow hie monoy is can be tied in with thet theme in verious ways.

youngeters interested in Hereford cettle.

Ron Cowman told the group thet, due to a lock of sufficient information concerning beef consumption petterns, there are no banchmerks by which the industry cen rete the markets. Such a campaign now, when? If not us, others, success of its advertising would reech 1/2 of the U.S. who?"

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industry apend its edvertis- studiee in its figuree as well ing dollors with television es funda for research and and magazines in the industry colomunications cool/cold weether months which will 'let the rancher

months. outlined in its presentation, coordination,"

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July 8, 1981 FDA to propose voluntary labeling

(Continued from page 1) linked with hypertension and heart discuse. That link has caused some health exports to advocate sodium content labeling of foods as sn nid tn help consumers restrict their sodium conaumption.

The FDA has jurisdiction over labeling requirements for most food, except mest. The USDA has jurisidiction over the labeling of meet and poultry products.

active 1,000-member organization. The American Hereford Auxiliary is made up of women interested in furthering end promoting the Hereford breed and in support of Donald Houston, administretor of USDA's Food Safoty and Inspection Service told the group that USDA had written to meat and poultry groups urging voluntary sodium lebeling and reduction in the amount of sodium used in processod moot ond poultry products. He coid USDA generally is following the same course nn sodium lobeling as FDA.

The USDA letter, signed Assistant Agriculture Secrotary C.W. McMillan. stotee that USDA believos tho meat and poultry industry should be given the opportunity to jugroeso its use of voluntary sodium lebeling before USDA givos increesed coneideration to the issue of mandatory aodium labeling.

-Buddhe

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